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FOR: G.P.I. Computers Canada Limited,
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FOR RELEASE IMMEDIATELY :

Toronto, October 31st, 1963 -- For the first time in the history of the computer industry, a complete line of computers will be marketed by franchised sales representatives -- a method long and profitably employed to sell automobiles, appliances, and other familiar products.

G.P.I. Computers Canada Ltd., a major computer supplier, has appointed R.O.R. Associates Ltd., of Toronto, as franchised representatives to market its three low-cost computers to business, scientific, industrial, and educational concerns.

The computer line includes the new and fast-selling LGP-21 suitcase-sized computer, the popular LGP-30 desk-sized computer, and the medium-sized RPC-4000 computing system.

R.O.R., has offices in Toronto, Montreal and Ottawa, and sales engineer coverage of both Western and Maritime Provinces. The firm specializes in marketing of measurement and other electronic

implementation equipment to scientific and industrial users.

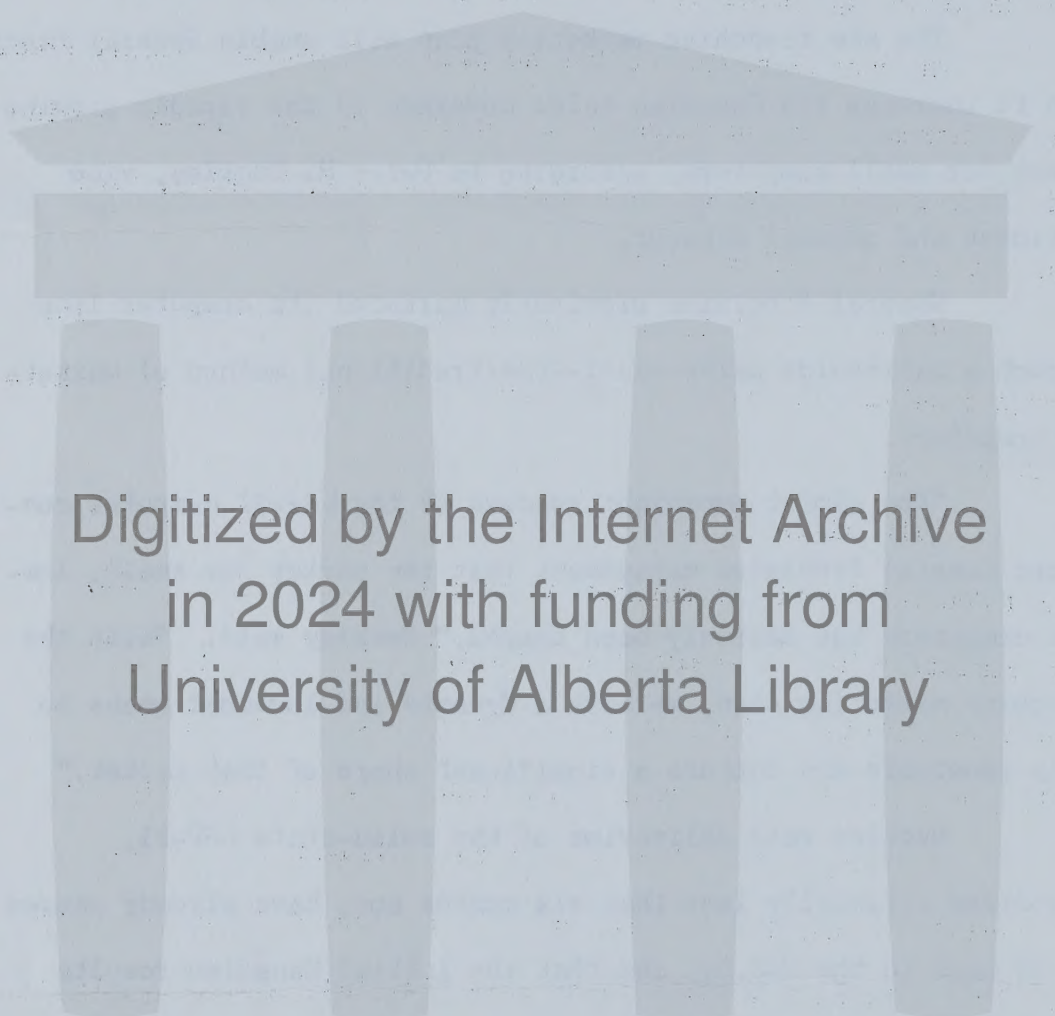
The new franchise marketing plan will enable General Precision to increase its Canadian sales coverage in the rapidly growing market for small computers, according to Peter H. Buckley, vice president and general manager.

General Precision previously marketed its computer line through a nationwide sales staff--the traditional method of marketing computers.

"The almost overnight success of the LGP-21 computer convinced General Precision management that the market for small, low-cost computers has scarcely been tapped," Buckley said. "With the franchise marketing plan, we have a dynamic and low-cost means to fully penetrate and capture a significant share of that market."

Buckley said deliveries of the solid-state LGP-21, introduced officially less than six months ago, have already passed the 50 mark in the U.S.A., and that the initial Canadian results have been proportionally high.

The franchised representatives are free to concentrate wholly on new sales. General Precision backs up the representatives with an expert staff of field applications analysts, field service



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engineers, and a home-office task force that explores and troubleshoots new marketing areas. This service staff has been built up over the past several years to support the LGP-30 and RPC-4000 sales program.

R.O.R. Associates will also handle peripheral equipment, such as input-output devices, that are produced by other manufacturers and are compatible with General Precision computers. This provides an earnings potential previously unavailable to staff salesmen. It will also result in lower prices to customers because a single representative will market all computer equipment needed for an installation.

For example, franchised representatives will be able to offer the following input-output equipment with the LGP-21: A paper-tape reader and punch, several kinds of electric typewriters for printed output, a numeric input unit, an oscilloscope display unit, and several other standard peripheral products.

Several factors influenced the selection of the franchise marketing plan. Buckley cited the following:

First, computers are inexpensive enough today to be marketed by regional representatives in business for themselves. Ten years ago, a computer with a capacity of the LGP-21 occupied an entire room and was very expensive. In effect, only a large computer firm had the capital and facilities to market its own equipment.

Second, computers such as the LGP-21 are small enough to be carried to a customer for demonstration. The LGP-21, for example, weighs only 90 pounds and can be transported in a station wagon. Expensive display and demonstration rooms in every big city in Canada--traditionally a factor contributing to high overhead costs--are no longer necessary. The saving is passed on to the customer.

Third, knowledge about computers and their applications has become so widespread that there are men in all corners of Canada who are qualified to sell computers.

Success--past and future-- of the LGP-21 in the small computer market is attributed by Buckley to a combination of characteristics: (1) An unusually large memory capacity (4096 words) for a small computer, (2) a huge input-output capability

that enables the LGP-21 to be used in a wide range of applications formerly restricted to larger, costlier computers, (3) an extremely low basic price of \$17,880 (price less input-output device), making the computer economically feasible for many smaller firms, and (4) availability of a library of more than 500 programs.

The LGP-21 has already been installed in small firms to perform many new applications. In addition, large companies are finding the computers attractive for single and multiple-unit purchases.

The two computers complementing the LGP-21 will provide R.O.R., Associates with a depth of computer capability to offer customers.

The LGP-30, installed for use in a record 483 applications, is in strong demand as a "reduced-price, renovated" computer. It is available in a variety of rental and purchase plans. The LGP-30's memory capacity is 4096 words.

The RPC-4000, a medium sized computing system with an 8008 word memory, has been purchased for use in more than 100 installations and we can solve many larger engineering, scientific, and business problems.

Among companies already using the LGP-21 are civil-engineering and construction firms (for engineering and business applications), petroleum companies (for bulk-oil billing and process-control applications), optics firms (for design applications), and large and small engineering and scientific firms (for a host of engineering applications).

Barely tapped, Buckley said, are the educational market, the route-distribution market (route-accounting applications), and other markets soon to unfold.

